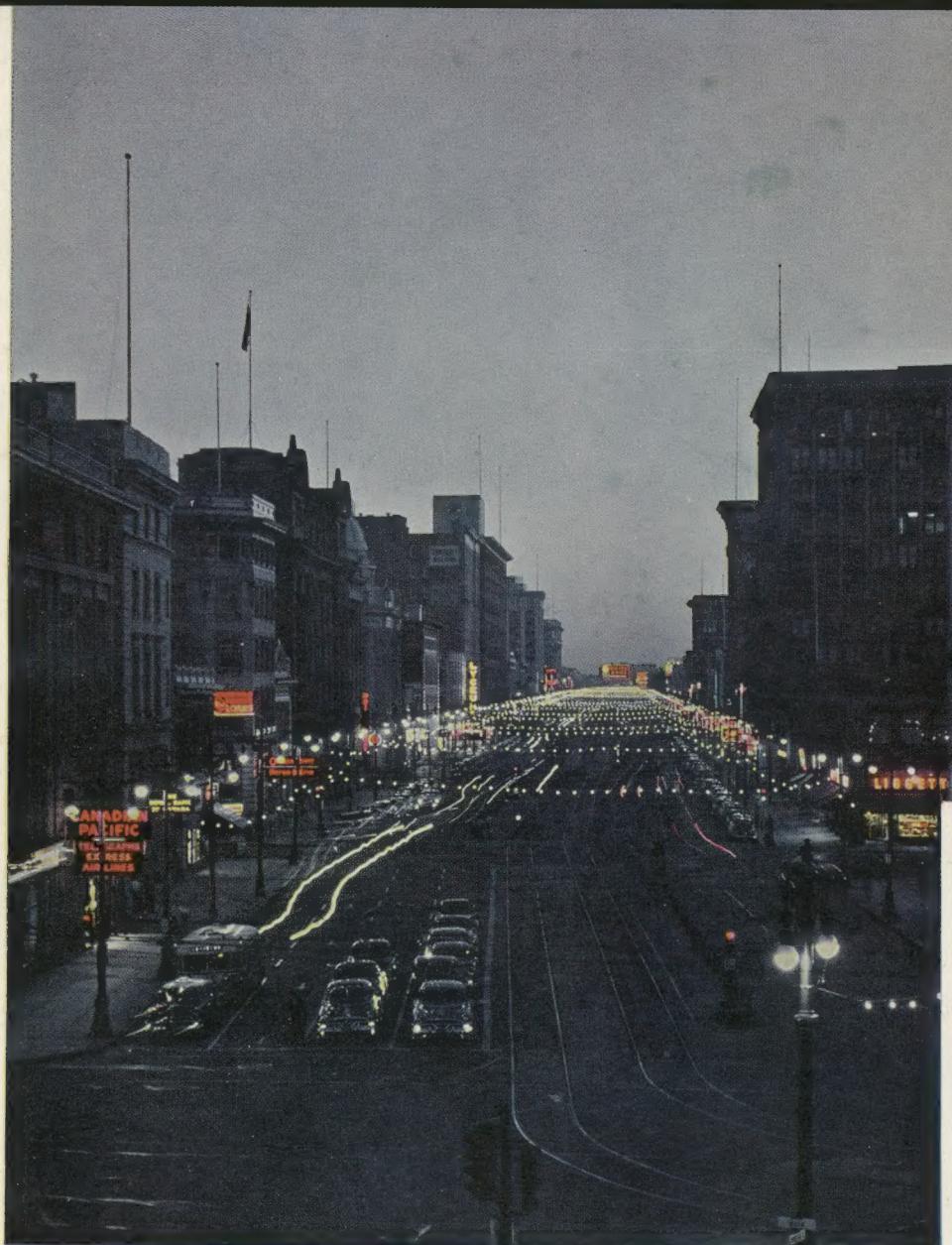


# greater WINNIPEG

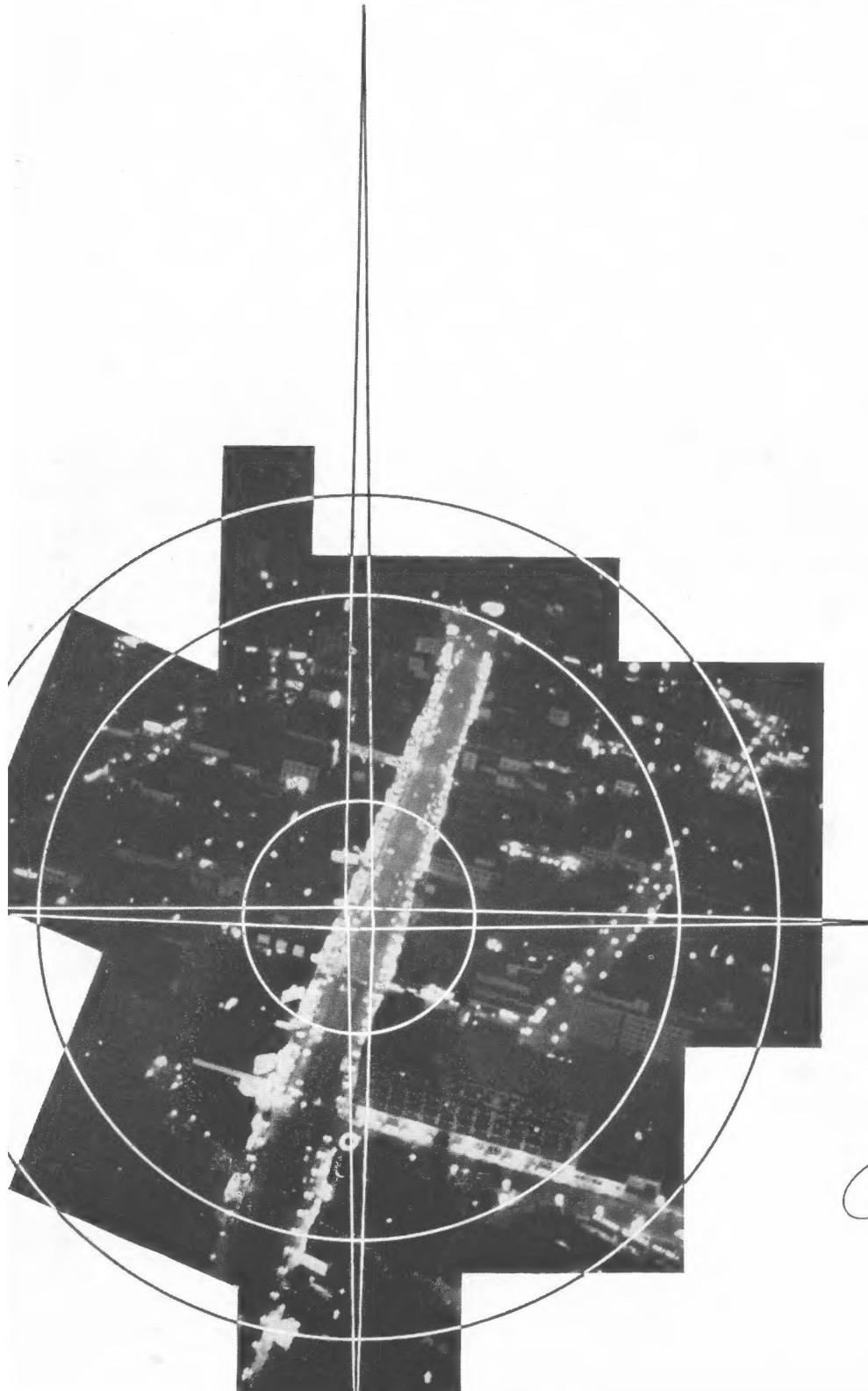


*Gateway...*

TO NORTH AMERICA'S NEWEST PLAYGROUND



# WELCOME—TO THE BRIGHT CROWN OF WESTERN CITIES, GREATER WINNIPEG, CENTRE OF RICH INDUSTRY, GRACIOUS HOMES AND BROAD CULTURE



If we could play tricks with time and have you visit the Winnipeg of 1860 you would stand before a bastioned fort with a few scattered dwellings and windowless stores outside stone and oak walls. By 1874, you would see no less than seven steamers plying the Red River—a river you could cross by ferry in the company of ox teams and Metis traders on their way to sell furs in a settlement of some 4,000 souls.

From these random scenes you can gather that Winnipeg's growth has been meteoric. Today, Greater Winnipeg—which includes Winnipeg proper and its twin city of St. Boniface across the Red River—stands as Canada's fourth largest city and the leading industrial and agricultural centre of three provinces. Each year the city is host to more than 600,000 visitors. They come from every point on the continent to visit friends, to share in the year-round program of entertainment and to holiday in the matchless vacation areas that surround the city.

Whatever the purpose of your visit, be assured that Winnipeg offers you and your family a warm-hearted welcome. The key to a city famed for its hospitality from the days of fort and fur traders, is yours.

*Ronald D. Turner*

MINISTER OF INDUSTRY AND COMMERCE

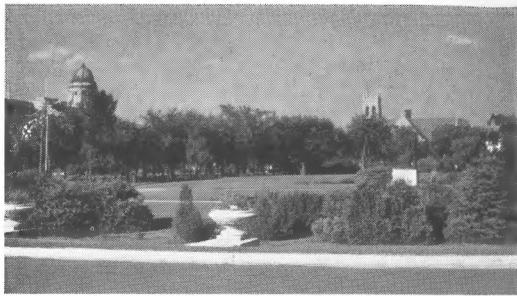
# Meet the City



Your own Cook's Tour is a good way to get acquainted with Greater Winnipeg. Start downtown in the city's heart, the famed Portage and Main intersection. Then head south on Main Street for a glimpse of Old France in Winnipeg's historic twin city of St. Boniface . . . or drive out Portage, past the big department stores with their tempting windows, past Deer Lodge Veterans' Hospital to the smart new housing development at Silver Heights.

On Your return, drop in to Assiniboine Park and stroll around the excellent Zoo. Then follow Assiniboine Drive along the river to Wellington Crescent. There you can admire the spacious, modern homes—and the mansions of an earlier day. Some of your best views of the Red River—with its holiday flotillas of canoes, power-boats and sails—can be taken from the dike roads in Wildwood Park, along Kingston Row past the Canoe Club and on Lyndale Drive.

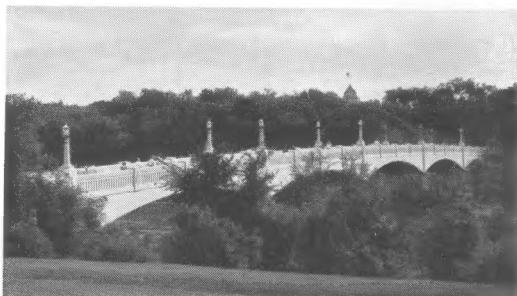
*Trees frame quiet streets in Winnipeg's splendid residential areas. Postwar building boom has graced the city with thousands of handsome new homes.*



*Your city drive should include sunny park areas like Legislature grounds shown above. Statue to right is good Queen Victoria.*



*Broad and handsome downtown streets mean a pleasant motor tour of City's financial and shopping area. In foreground is famed Portage and Main intersection.*



*Winnipeg's rivers, the Red and the Assiniboine, provide pleasant views on your tour. Shown here is the foot bridge over the Assiniboine at spacious City Park.*



*A view up Memorial Boulevard with the Legislature at one end, the Cenotaph at the other. On Remembrance Day, monument is decked with flags, while guns boom from the Capitol grounds.*

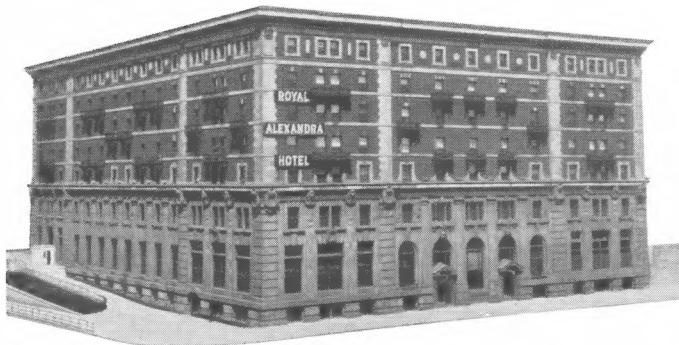


Whatever your taste in accommodation, rest assured that Winnipeg can provide it. For the motorist there are many smart and modern motels, government inspected for your protection. These are located on the city's fringes, just a few miles from the downtown district. Should you prefer a hotel, there are more than 70 to serve you . . . ranging in style from those that are new, neat and modern to multi-storey hosteries done in the Grand Manner. And for those travellers with trailers, there are quiet parks a few minutes from the centre of town.



*Smart and modern motels, in quiet and pleasant surroundings, can be found off main highways on the outskirts of the city.*

## WHERE WILL YOU STAY?



*The Royal Alexandra is Winnipeg's largest hotel. Operated by the Canadian Pacific Railway, it is famed for excellent cuisine.*

*The Fort Garry Hotel, owned by Canadian National Railways, faces boulevarded Broadway Ave. close by historic Fort Garry Gate.*



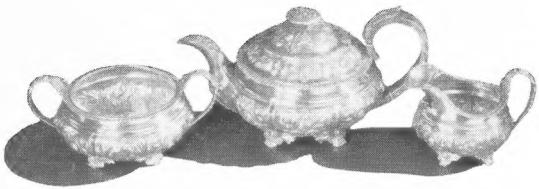
*Recent additions to Winnipeg hosteries have been the ranch-style hotels, ultra-modern in design and located at convenient points throughout the city.*



*A Winnipeg hotel's buffet groans beneath an ice swan, a fancy-dress turkey and a tempting assortment of delicacies*



*Suite interiors in good Winnipeg hotels offer tasteful decor, modern furnishings at very reasonable rates.*



The Canadian Handicraft Guild offers a wide variety of fine, hand-wrought articles for the discriminating buyer—ranging from tooled-leather handbags to Eskimo sculpture.

Winnipeg is a continental fashion-centre for furs . . . style shows and fur auctions each year bring buyers from distant cities. You'll find that Winnipeg stores feature advanced stylings at temptingly low prices.



Manitoba-made sportswear is rapidly gaining popularity both in U.S. and Canada. Here model shows matching raincoat and hat.



Beautiful Canadian blankets have long been a favorite buy with Winnipeg visitors.

## WHERE SHOPPING IS FUN

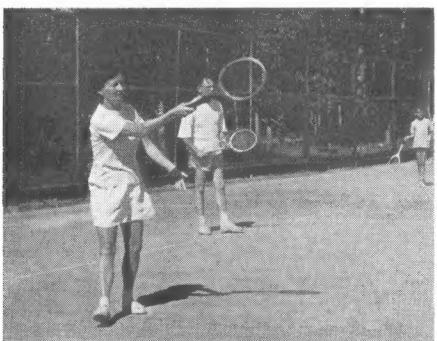
Winnipeg is the Mecca of visiting shoppers. For here the modern shops and great department stores serve the visitor with extra consideration. And here you'll discover the finest of British woollens, superbly wrought English silverware and china. The city's fur houses, world-renowned for variety and styling, offer values you'll be eager to accept. Equally famous are the colorful Canadian blankets that will brighten your home. And prices on every article—whether of Canadian or Commonwealth origin—are well within your budget.



The city's major department stores and theatres border downtown Portage Avenue.



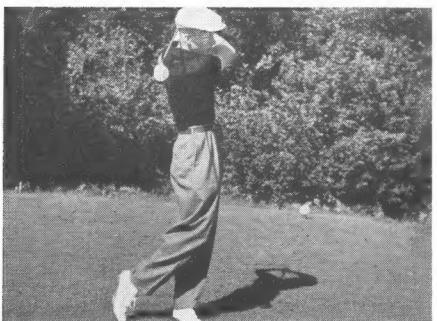
The Red River offers an endless variety of sports to Winnipeg's visitors—sailing, fishing, swimming, power-boat races and water-skiing to name a few.



Tennis is a popular summer sport throughout the city. Well-tended public courts are open to everyone during June, July and August.



Outdoor pools, under careful supervision, appeal to both adults and small fry in the summer months. This blonde beauty is cooling off after office hours.

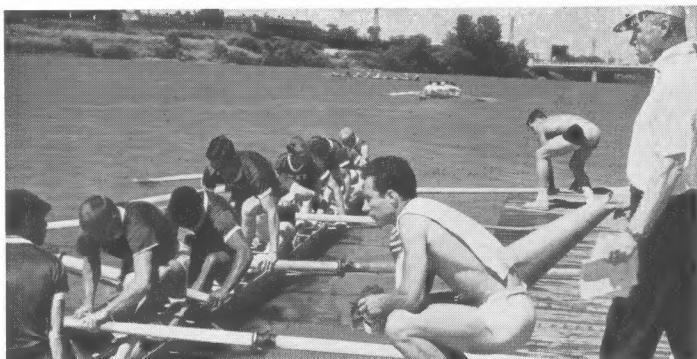


Golf ranks first in popularity among Winnipeg residents. City and environs boast 12 excellent courses, 2 of them civic owned and open to the public.



## RESORT SPORTS INSIDE THE CITY

Within the limits of Greater Winnipeg are all the sports you'd expect at a smart resort. There are two public golf courses on which to test your skill. Tennis courts, provided by the city, are kept in top condition for you through the summer. You can enjoy the Canoe Club Regattas with the sailing, canoeing and water-skiing events. The smooth precision of Rowing Club oarsmen in slim racing sculls will provide pleasant diversion. You can even see cricket matches at Assiniboine Park. And on warm days there's the pleasure of a plunge into the refreshing waters of the spacious outdoor pools at Sargent Park or Pritchard Avenue . . . or the indoor Sherbrook Baths.



Winnipeg and U.S. rowing clubs compete for sculling honors on the Red. City's well-organized group has won wide acclaim.



Post-war homes show pleasing individuality of design that typifies Winnipeg's residential streets.



Modern architecture has lent its clean and comfortable lines to many Winnipeg districts.



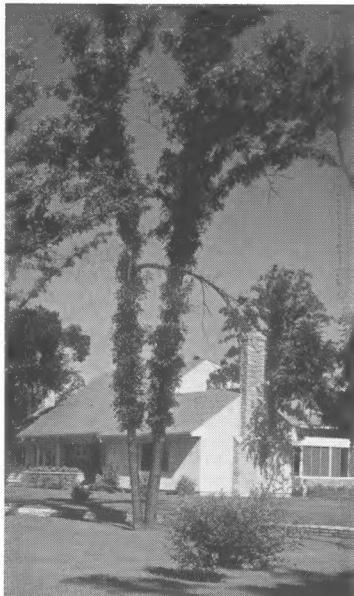
City's expanding population has resulted in development of new home areas on land that was farmed but a few years previously.



Home sizes vary as well as styles. You'll see small and medium-sized houses . . . and on quiet streets there's many a tree-framed mansion like the one above.



## THE HOMES ARE GRACIOUS



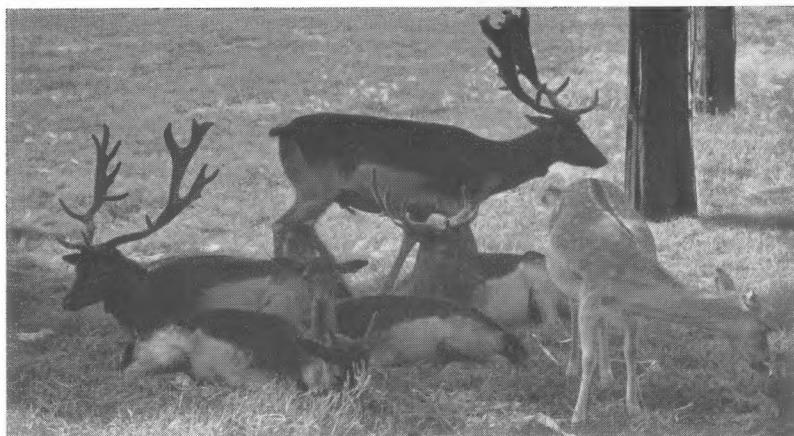
Tall trees shade gracious new homes in the city's smart River Heights residential area.

In contrast to the apartment cities of the East, Winnipeg is a city of homes. To be precise, there's one house for every 5.6 people in Winnipeg—a homeownership ratio among the highest in Canada. This pride of ownership is understandable. Residential districts such as Wildwood Park, River Heights and Silver Heights—to name but a few—would brighten any city on the continent.

The styling of Winnipeg's homes is marked by variety and imagination. Architecture ranges from the traditional to modern, while wood, brick and native stone have been used to create a style as distinctive to Winnipeg as the Golden Boy atop the Legislative Building. And whatever well-kept street you pass along, with its neat lawns and gardens, there'll be a gracious welcome for you.



'The Boy with the Boot,' Winnipeg's most interesting and controversial statue. His origin a mystery, the little fellow stands by the entrance to the English Garden in Assiniboine Park.



Deer graze in the shade at City Park in Winnipeg's West end. Park's fine Zoo attracts thousands of sightseers annually.

## PARKS AND PLAYGROUNDS

There are 79 parks, squares and athletic fields in Winnipeg—1,124 quiet, green acres to balance the brick, stone and cement that make a city. Some are small islands of grass, trees and walks, some ring to the uninhibited joy of children in wading pools. On the other end of the scale are spacious Kildonan, St. Vital and Assiniboine Parks. Give yourself the pleasure of a visit to each.



City Park pond provides a refuge for wild ducks and geese.



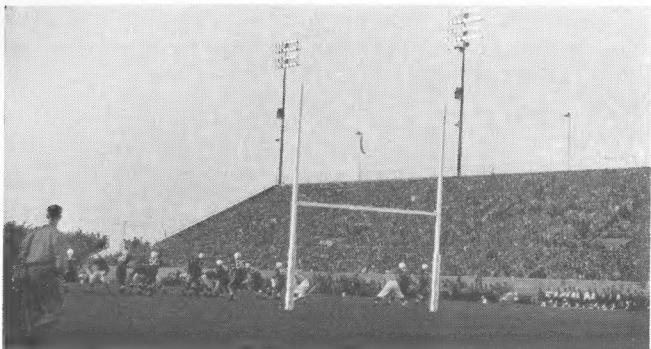
Typical of Winnipeg's many playgrounds is the one above, equipped with slides, sandbox, benches for mother—and to the delight of youngsters, a wading pool.



The Pavilion at City Park offers refreshments and serves as meeting place and information centre for the park's pleasure-seekers.

Plaque dedicates a City Park garden to international good will.





City's pride is new football and baseball stadium—seating over 15,000 fans for Western Canada's most popular sports.

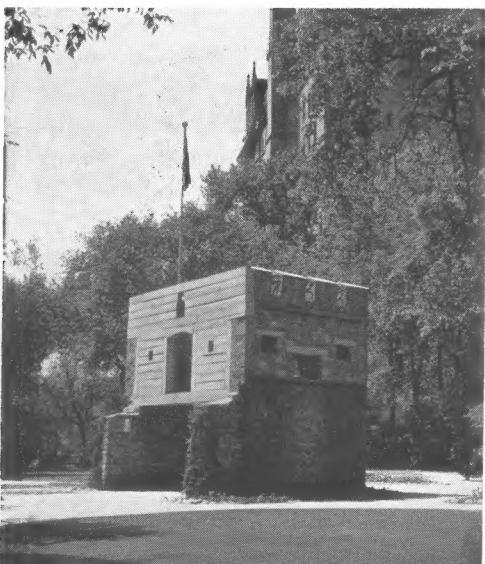


City's first post office remains unchanged—a historic site now—on downtown Higgins Avenue.

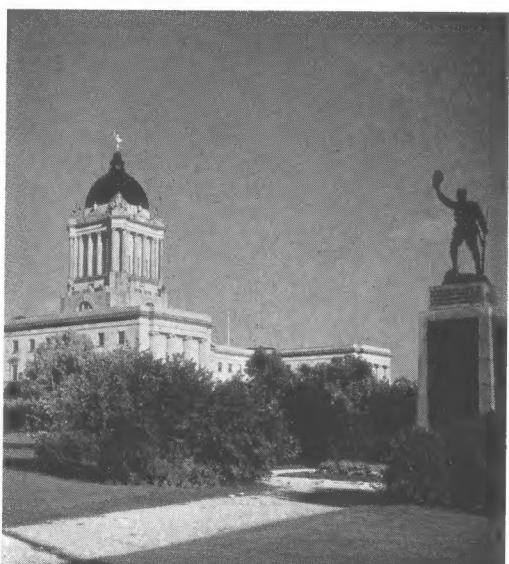
In the park that bears his name, early French explorer La Verendrye is commemorated in bronze.



## WINNIPEG'S MONUMENTS AND PUBLIC BUILDINGS



Stone gate is sole reminder of old Fort Garry—and three earlier Forts dating from 1738—rallying point of early Winnipeg settlers in frontier days.



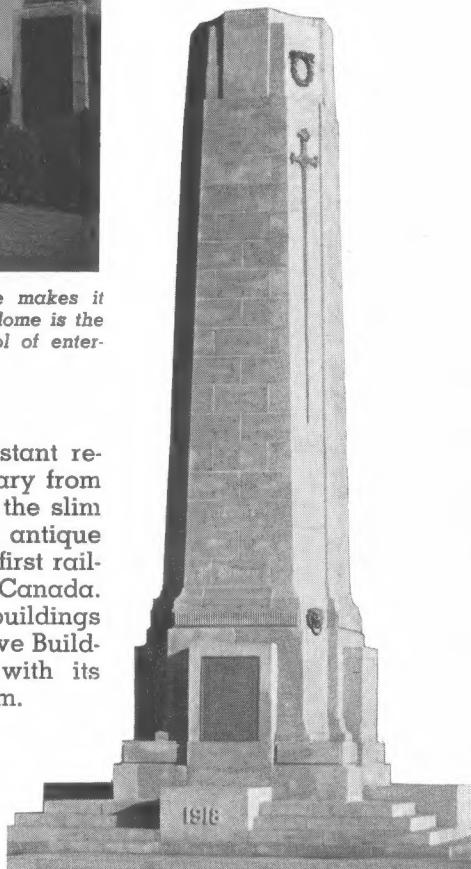
Classic beauty of Manitoba's Legislature makes it the city's outstanding building. Atop the dome is the famed Golden Boy—gilded 14-foot symbol of enterprise.

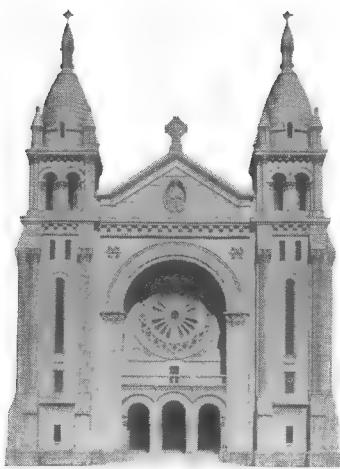


Auditorium serves as centre for Winnipeg Symphony concerts, indoor sports events—contains museum and art gallery as well.

The city's monuments are a constant reminder to a colorful past. They vary from the religious to the historic, from the slim column of the cenotaph to the antique lines of the Countess of Dufferin, first railway engine used in Western Canada. Notable among the fine public buildings are the stately Manitoba Legislative Building and the Civic Auditorium with its extensive art gallery and museum.

The Cenotaph at foot of Memorial Boulevard stands in memory to the dead of two World Wars.





St. Boniface Basilica—of Whittier's poem "The Red River Voyageur"—stands on the site of the first Roman Catholic Church in all the West.

## THE SPIRES OF THE CITY

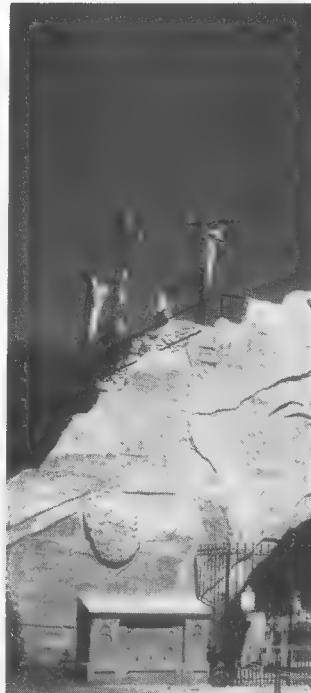
Half a century ago the great land boom brought settlers of almost every race and religion to Winnipeg. At one time the city's transient population numbered a third of its citizens. Many stayed, built their homes—and their houses of worship. Today the latter number more than 80, representing over 15 religious persuasions. No greater testimony exists to Winnipeg's cosmopolitan nature than the spires of the city.



Twin steeples of Greek-Catholic Cathedral of St. Vladimir and Olga stand beside its earlier namesake.



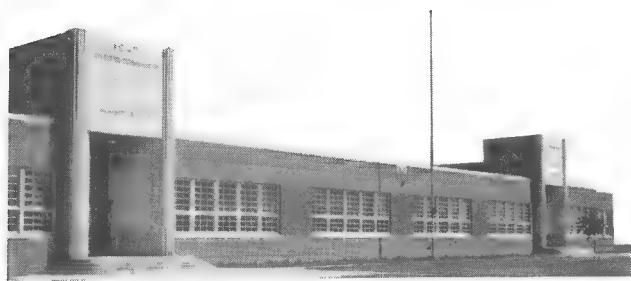
Gothic tower of Knox United Church soars above the trees of neighboring Central Park.



Fashioned after the renowned Lourdes Grotto in France is this shrine on the banks of the River Seine in Winnipeg's twin city of St. Boniface.



Graceful, modern lines of Shaarey Zedek Synagogue, on the banks of the Assiniboine River by tree-lined Wellington Crescent.



*Maternity Pavilion of Winnipeg General Hospital is the most advanced unit of its kind in the country.*

# HEALTH AND EDUCATION



*New Library Building at University of Manitoba campus makes full use of modern architecture. Library contains 170,000 volumes, many of great value.*



*City's advanced education program has resulted in spacious, up-to-date schools like this one.*



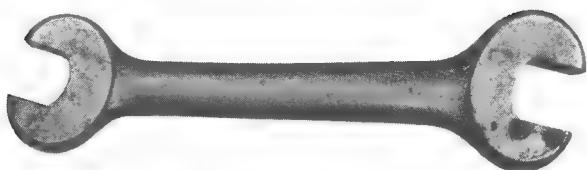
*This Technical-Vocational school offers 12 courses to more than 850 students.*



*Winnipeg's hospital extension program provides patients, doctors, nurses with such modern facilities as the building above.*

*Oil is a new and promising Manitoba industry. Refining facilities such as the one shown here are expanding yearly.*

# INDUSTRY...



## WINNIPEG LEADS THE WEST

From its earliest days, Greater Winnipeg has been the industrial centre of the Prairie Provinces. The greater part of Manitoba's manufacturing firms are located in the city—using its position as rail and highway hub to ship a great diversity of products to markets in Canada and the United States.

Slaughtering and meat packing is the biggest single industry, second largest of its kind in Canada. The city leads all Canada in the production of men's work clothing, and is a leading producer of ladies' wear. It mills more flour than any other Western centre. In the variety of its manufacturing—in railway rolling stock, foods, printing, publishing, malt products, furniture, cotton, jute and fur goods—Greater Winnipeg has set the stage for unlimited expansion.



*Food products play an important role in Winnipeg's industrial scene. Here biscuit firm conveyor prepares delicacies for packaging.*



*Slaughtering and meat packing is Manitoba's No. 1 industry. Canada's principal plants are located just outside Winnipeg.*



*Farm transformers get final assembly and inspection in a Winnipeg plant. Factory produces more farm transformers than any other Canadian firm.*



*Aluminum die-cast products from Winnipeg go to markets across the country, to U.S. and South America as well.*



*Winnipeg bus plants manufacture bodies for shipment across Canada and to Europe as well.*



Winnipeg Symphony Orchestra has won nation-wide fame through regular network radio broadcasts. Concert performances fill the auditorium through the season.

## LIKE TO BE ENTERTAINED?



Basketball at the Auditorium.



Drama at the Playhouse.

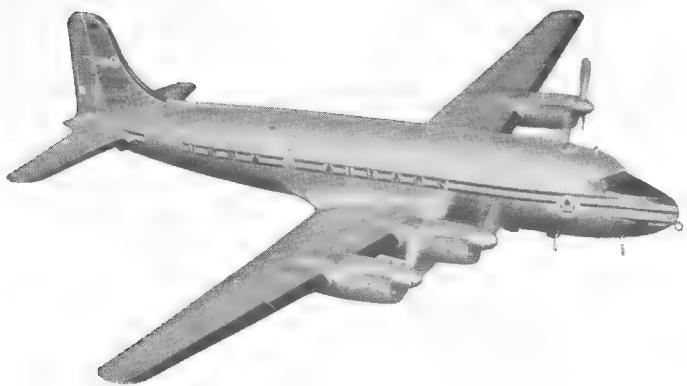
Through the year, Winnipeg has a wide selection of entertainment for you to choose from. Sports range from baseball to stock-car racing . . . while music and drama lovers can see the internationally famous Royal Winnipeg Ballet, the outdoor Rainbow Stage at Kildonan Park or the latest presentation at the Playhouse Theatre. However your taste may run, you won't be bored.



The Royal Winnipeg Ballet.



Sculling event on the river.



Bus Terminal in downtown Winnipeg is departure-point for both local and trans-continental lines.

# WHEN YOU'RE GOING PLACES

Just a short trip from Winnipeg will take you to many of Manitoba's famous vacation-lands. The city itself is jumping-off point for the White-shell Forest Reserve, for the lakelands to the West and for No. 10 highway to the colorful North. Charter plane flights can be easily arranged to the Nelson River Basin and other prime fishing areas. And special holiday service is observed by the railroads and bus lines.



Canadian Pacific Station, first in Winnipeg, adjoins Royal Alexandra Hotel at Higgins Avenue and Main Street.



Stevenson Field, the city's airport, is an important hub for the continent's airways. Field serves as base for Royal Canadian Air Force as well.



Canadian National Railways' Union Station faces Main Street opposite Broadway Avenue.





Lower Fort Garry, 19 miles north of the city, is Canada's only intact stone fort of fur trade days.

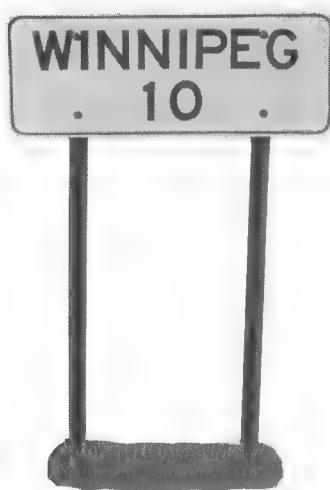


Sightseers aboard the S.S. Keenora enjoy short trips on the Red River or the week-long cruise across Lake Winnipeg to Norway House and return.



For an evening's entertainment, Winnipeg has many drive-in theatres with special amusements for the young folk. Driving ranges, too, are open evenings.

# JUST OUTSIDE THE CITY



Past the limits . . . just outside the boundaries that mark the city, there's a new world of enjoyment for you and your family. Within a half-hour's drive of Winnipeg you can relax in a rented boat and try for fish below the locks off Highway No. 1. You can enjoy a river-bank picnic or ride along poplar-bordered bridle paths under a blue Western sky. And there's a glimpse of pioneer life waiting for you by the walls of historic Lower Fort Garry, Western Canada's only stone fort still intact. So put aside a day to enjoy the fun that's waiting . . . just outside the city.



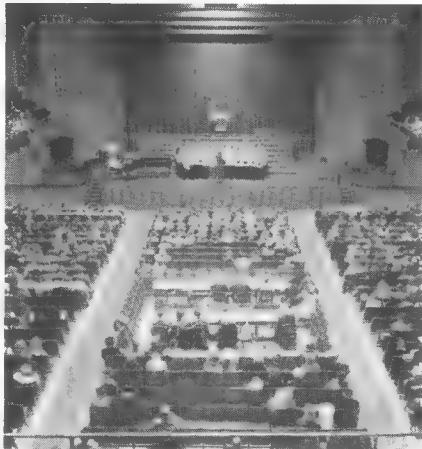
Bridle paths fringe the river bank . . . while many find fun on the water.

Bright weather brings Winnipeg's racing enthusiasts out to Polo Park to watch the ponies go through their paces.



## EVENTS OF SPECIAL INTEREST

Sparkling the summer round of entertainment are Winnipeg's special events. These red-letter days run the length of the sunny season . . . and include such favorites as the Red River Exhibition, the sport of kings—horse racing—on the turf of Polo Park, and various city and provincial golf championships. Your visit is bound to include at least one of the many events. The Highland Games, for example, with the color and pageantry of tartans and sword dances—plus feats of skill such as tossing the caber—is a worthwhile spectacle. And indoors you can see homemakers' and sportsmen's shows at the Auditorium. Be sure to enquire about Winnipeg's current events when you arrive.



City's Musical Festival each year has resulted in development of many fine artists. Judges here listen to girls' choir in Civic Auditorium.



Red River Exhibition is one of the city's summer highlights.



Annual Canoe Club regatta is held on the Red River. Spectators watch canoe races, water skiing, etc., from a shady spot on the lawn.



*At Room 101, Legislative Building—shown in color on back cover—there's a trained and courteous staff ready to supply information that will make your visit more enjoyable.*

# FOR YOUR INFORMATION

## **Where to Enquire**

Information centres have been set up to help you plan your Winnipeg visit. Most modern of these is Room 101 in the Manitoba Legislative Building. From this Bureau, the trained staff is ready to supply any service in connection with your visit. They can provide road maps, travel information on a province-wide scale and direct you to the accommodation you and your family require. Stores and hotels, too, can direct you to various points of interest and supply literature on the city and the province in general.

## **Highway Safety**

If you travel by car, it's wise to become familiar with Manitoba's Safety Responsibility Law, and to carry a pink Motor Vehicle Liability Insurance Card. Your insurance agent can supply you with details on both.

Traffic signs and markers are similar to those used in the U.S. and speed limits are safe and sensible—30 m.p.h. in the city, 15 m.p.h. past schools, hospitals and playgrounds. Highway limits are 60 m.p.h. during the day, 50 m.p.h. at night.

## **Fishing and Hunting**

Licenses are required for all non-resident anglers and hunters. These are available, with full information on limits, seasons, etc., at sporting goods stores throughout the province. Your tackle, guns and gear will be admitted duty-free. No permit is required for firearms.

## **U.S. Dollars**

Rates of exchange on Canadian-U.S. dollars vary from day to day. The financial pages of your daily newspaper will give you the current rates. U.S. currency is accepted everywhere, but you'll be wise to exchange it at a Bank.

## **Customs**

You require no passport to cross from the U.S. to Canada, but a birth certificate or some means of identification is necessary to establish your identity on return. Personal effects, including cameras and sports equipment, are duty free. Pet dogs must be accompanied by a veterinarian's certificate, declaring absence of contagious disease and vaccination against rabies within the past six months.



*Perched atop Manitoba's Legislature, a sphinx gazes across the city's downtown skyline.*



*Western Canada's first "Iron Horse" is displayed in honorable retirement in front of the C.P.R. station.*



*The days of frontier fur trade done, Lower Fort Garry now shelters gardens and admiring visitors.*

*Published by*

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R. E. GROSE, Deputy Minister





**VISITOR'S GUIDE  
TO SECTION OF  
GREATER  
WINNIPEG**





